

JA 學生營商體驗計劃 2012/13

學生對象	: 中四至中六學生
建議課時	: 53 小時 (*詳見 p.3)
「其他學習經歷」	: 與工作有關的經驗, 社會服務
JA 重點	: 企業精神

想讓您的學生透過實踐和親身體驗認識營商情況?
讓學生參與「JA 學生營商體驗計劃」, 親歷營商苦與樂!

每間學校可自組一間 20 至 25 人的公司, 並於真實市場中運作

1. 「JA 學生營商體驗計劃」?

貴校學生將在義務商界顧問的指導下自組「學生公司」。計劃期間學生將會:

- ✓ 經歷一間真實公司的營運週期, 包括: 組織、營商計劃、營運及清盤
- ✓ 與本港其他學校之學生, 一同在此計劃的展銷會及各項比賽中交流切磋
- ✓ 學習並應用企業精神、團隊合作及領導才能
- ✓ 建立人際溝通、公開演說、時間管理等重要技能
- ✓ 與來自各行各業之商界義工交流, 從他們的寶貴經驗中學習
- ✓ 寓學於樂!

「JA 學生營商體驗計劃」是一個為期 8 個月的青年企業發展課程。參與計劃的高中學生 (中四至中六) 將在義務商界顧問的指導下自組公司, 並於真實市場中運作。此計劃旨在讓學生透過實踐, 親身體驗本港之營商情況, 並能更深入了解商界在本港社會扮演的角色。

2012/13 年度之「JA 學生營商體驗計劃」將於 2012 年 9 月至 2013 年 4 月在學校推行。計劃期間, 參與學生需安排每週約兩小時、共 18 個星期的會議與義務商界顧問會面, 以及其它主要活動。國際成就計劃香港部(JA) 將提供所有計劃教材, 並安排義務商界顧問到校指導學生。



JA 學生公司的營商歷程 …



每間 JA 學生公司將經歷**真實公司**的營運週期，包括遴選管理層、研發產品或服務、撰寫營商計劃書、發行股份籌集資金、生產及銷售產品或服務、保存財務記錄、舉行股東大會，以及在計劃完結階段進行清盤。

本計劃設有幾項主要活動。其中之「**JA 學生營商體驗計劃展銷會**」，將於 **2012 年 12 月** 中舉行，讓所有學生公司自設攤位，把構思的商業策略付諸實行，藉此學習實際的市場知識和銷售技巧，向公眾推銷他們精心設計的商品或服務。而在清盤階段過後，學生公司將有機會參加於 **2013 年 3 月** 舉行之**學習報告比賽**，藉此回顧和總結在計劃中的營商學習經驗。

透過參與「**JA 學生營商體驗計劃**」，學生能學習及應用團隊合作、領導、人際溝通、協商、銷售、公開演說等技巧，讓他們能為未來種種挑戰作更充足的準備。作為未來的社會領袖，年青一代必需具備企業精神，而這個計劃正針對這個社會需要，提供了體驗實踐的機會。「**JA 學生營商體驗計劃**」為學生提供新高中課程下**與工作有關的經驗及社會服務**學習經驗。



2. 學習時數組成

計劃活動	時數
會議(18次)	36
展銷會	11
學習報告比賽	3
畢業典禮	3
總計	53

支援活動 (只限部份學生)	時數
領袖研討會	3
展銷會簡介會	2.5
展銷會義工簡介會	2
學習報告比賽及獎項簡介會	2.5
決賽隊伍指導	2
總計	12

3. 資源安排

學校需提供的資源包括：

- 填寫並交回下頁之申請表格
- 選出一位負責老師，在計劃期間代表校方與義務商界顧問及 JA 保持緊密聯繫，並提供支援
- 招募或選拔一組 **20 至 25** 名有志參與的高中學生(中四至中六)參加此計劃
*每一間學生公司最少需由 **15** 位成員組成
- 準備場地或課室為每週會議之用

JA 將負責：

- 提供所有課程內容、教材及資料
- 安排及聯絡義務商界顧問指導學生
- 提供 **3** 小時之義務商界顧問及負責老師簡介會 (於 2012 年 9 月上旬舉辦)
- 舉辦「學生營商體驗計劃展銷會」、「學習報告比賽」及「畢業典禮」
- 頒發不同獎項予表現優異之學生公司及同學
- 安排職員協助學校推行計劃

4. 申請辦法

請填妥下頁申請表格，電郵至 cp.ja@jahk.org

截止報名日期：**2012 年 6 月 22 日 (星期五)**

如有任何查詢，歡迎聯絡國際成就計劃香港部區尚洳小姐：

電話：3426-3142

電郵：cp.ja@jahk.org

JA Company Programme 2012/13

Target students : **Form 4 to Form 6**
Learning Time : **53 hours (*see p.6 for details)**
OLE Area : **Career-related Experiences,
Community Service**
JA Focus : **Entrepreneurship**

**Want your students to have hands-on experience in running a business?
Join the JA Company Programme now!**

Form a team of 20-25 students from your school to start their own *REAL* business.
This is NOT an exercise done on paper.

1. What is the JA Company Programme?

Under the guidance of volunteer Business Advisers, a team of students from your school will set up a student company and:

- ✓ Experience an authentic business cycle, including: company organization, business plan, operation, and liquidation
- ✓ Participate in a Trade Fair and competitions with other student companies in Hong Kong
- ✓ Learn and apply entrepreneurship, teamwork and leadership
- ✓ Develop essential communication, interpersonal, public speaking and time management skills
- ✓ Interact with and learn from role models from the Hong Kong business community
- ✓ Have lots of fun!

The JA Company Programme is an **8-month** hands-on entrepreneurial learning experience for **Senior Secondary (Form 4 to 6) Students**. Under the guidance of volunteer business advisers, students will form a company and run their own business. It aims to help young people better understand and appreciate the role of business in the Hong Kong community through a learning-by-doing experience.

JA Company Programme 2012/13 participants will meet for approximately **2 hours per week for 18 weeks** from **September 2012 to April 2013** and take part in other highlight events. The program will be delivered by volunteer business advisers, and all program materials will be provided by Junior Achievement Hong Kong (JA).



The Entrepreneurial Venture of a JA Student Company



Each JA student company will go through the **authentic business cycle** with activities including electing the management team, researching and developing a product or service, writing a business plan, raising capital through issuing shares, production, sales, keeping financial records, holding Annual General Meetings and finally, liquidating their company at the end of the program.

The JA Company Programme has several highlight events. At the **JA Company Programme Trade Fair** (scheduled in **mid-December 2012**), all student companies in Hong Kong will come together, set up their booths and present their creative products or services to the public, and practice their sales and marketing skills in a real marketplace. After liquidating their businesses, student companies will have the opportunity to review their program experience and present their business case and learning at the **Final Presentation Competition** (scheduled in **March 2013**).

Through participation in the JA Company Programme, students are given the opportunity to develop important real-life skills including teamwork, leadership, communication, interpersonal, negotiation, marketing, and public speaking skills, etc. Upon program completion, students will have developed a thorough understanding of entrepreneurship and the decisions facing business owners today. JA Company Programme provides exposure on **Career-related Experiences** and **Community Service** for students under the new senior secondary curriculum.



2. Learning Hours Composition

Program Activities	Hours	Supporting Activities (not for all students)	Hours
Program meetings (18)	36	Leadership Seminar for Management Team	3
Trade Fair	11	CEO Briefing (1) - Trade Fair	2.5
Final Presentation Competition	3	Trade Fair Volunteer Briefing	2
Graduation Ceremony	3	CEO Briefing (2) - Final Presentation and Awards	2.5
Total	53	Presentation Finalist Coaching	2
		Total	12

3. Resources Commitment

Your school will need to provide:

- Indication of interest by completing and submitting the **application form** (see next page).
- A **Link Teacher** to help coordinate the program at your school, to keep close contact with JA, and to provide ongoing support for the volunteer business advisers throughout the program
- Recruit and screen **20 – 25** enthusiastic and committed **senior secondary (Form 4 to 6) students** to participate in the program*
**Each JA Company must have a minimum of 15 members*
- Your school as a **venue** for weekly JA Company Programme meetings

JA will provide/organize:

- All program materials** for students
- Volunteer Business Advisers** to help guide your students through the program
- 3-hour orientation** session (to be held in **early Sep 2012**) to familiarize Link Teachers and Volunteer Business Advisers with the program
- JA Company Programme **Trade Fair, Final Presentation Competition, and Graduation Ceremony**
- Awards** to acknowledge student companies and students who demonstrate outstanding performance
- JA staff** to coordinate and support the program at your school

4. How to Apply

To apply, simply fill out the application form and submit to Junior Achievement Hong Kong by email to cp.ja@jahk.org.

Application Deadline: 22 June 2012 (Friday)

For enquiries, please contact Sharon Au of JA at 3426-3142 or send e-mail to cp.ja@jahk.org